

**ASSOCIATED STUDENTS UCLA  
BOARD OF DIRECTORS  
Regular Meeting  
December 8, 2017  
12:00 p.m.  
Kerckhoff Hall Staterooms**

**PRESENT:** Teni Adewumi-Gunn, Michaela Boster, Kevin Eagan, Nathan Glovinsky, Kevin Kato, Alexandra Latshaw, Andrew Lewis, Lena Riess, Navi Sidhu, Jesse Torres, Lawrence Traylor, Agnes Warren, Bob Williams, and Christine Wilson

**MANAGEMENT:** Donna Baker, Finance Director  
Cindy Bolton, Food Service Director  
Roy Champawat, Student Union Director  
Sandi Gillespie, Association Affairs Manager  
Patrick Healey, UCLA Store Director-General Merchandise  
Michelle Moyer, Director of Business Affairs and Compliance  
Karen Noh, Special Projects Director  
Lisa Perez, Marketing Director

**GUESTS:** Paul Engl, IMG  
Arielle Mokhtarzadeh, USAC President  
Grace Morgan, Daily Bruin  
Deena Otto, Wescom  
Melissa Pederson, Wescom  
Irving Yu, Wescom

**CALL TO ORDER**

Ms. Riess called the meeting to order at 12:17 p.m.

**APPROVAL OF AGENDA**

Ms. Riess called for consent to approve the Associated Students UCLA Board of Directors' December 8, 2017 Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

**APPROVAL OF MINUTES**

Ms. Riess called for consent to approve the Associated Students UCLA Board of Directors' October 27, 2017 Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

## **PUBLIC COMMENT**

Arielle Mokhtarzadeh, USAC President stated that she was contacted by a couple of ASUCLA student employees who felt there was a lack of communication regarding the recent fire emergency, specifically if they were required to come to work or not. She feels that the Association should consider reevaluating its protocol for contacting student employees in emergency situations. She also wanted to thank Mr. Williams for being the cornerstone of the entire Association and for keeping the organization thriving for the past 14 years. On behalf of the thousands of students who have benefited from his leadership she wanted to say thank you for everything he has done for the Association.

## **EXECUTIVE DIRECTOR'S REPORT**

Mr. Williams updated the Board on the following topics:

### **October Financial Results**

ASUCLA financial results for October 2017 came in slightly ahead of plan in net income despite slower than budgeted sales in the Store and Food Service. The Store fell below sales targets in both the General Merchandise and Academic Materials divisions. Textbooks and E-commerce were the two areas with the greatest shortfall for the month. Overall, the Store missed its contribution projections by \$75,000. Food Service continues to see shortfalls much of which is associated with the delayed construction on the new Veggie Grill and Blaze Pizza projects. While the bulk of the negative variance of \$39,000 in contribution was due to small shortfalls in several units, Catering missed its contribution plan by \$21,823 accounting for the greatest portion of the variance. The Services Division had a strong month with positive variances in both Domestic and International Licensing while the Student Union Division fell slightly short of plan. Savings in A&SS, maintenance and utilities, and depreciation offset most of the shortfall from the income units leading to an overall positive variance in net income of \$15,000 versus budget for the month.

### **November Trends**

November sales trends are trending better than October but still are lagging behind plan. The Store sales numbers are slightly under plan primarily in BearWear and the Computer Store. Food Service sales shortfall is a bit better, but still impacted primarily by the Veggie Grill and Blaze Pizza projects. Catering results are back on plan for the month but some 3<sup>rd</sup> party operations including Jamba Juice are sluggish. November results should be close to budget overall depending on costs.

### **BookZone Author Signing**

Kareem Abdul-Jabbar was scheduled to sign copies of his two books, *Coach Wooden and Me* and *Becoming Kareem* in the UCLA Store on Wednesday, December 6 prior to the Men's Basketball game in Pauley Pavilion. The game was canceled due to fire therefore Mr. Abdul-Jabbar's signing will be rescheduled.

### 5<sup>th</sup> Annual T-shirt Contest

In partnership with the IVP, USAC and GSA, the 5<sup>th</sup> Annual T-shirt Design Contest voting has concluded. The winner for 2018 is Dulshan Jayasekera, who also happens to be the winner from 2017. The winner was announced via Instagram on Wednesday, December 6. The new shirt will be available starting in January in the BearWear department and on the UCLA Store website.

### UCPath

Over Thanksgiving weekend, the UCPath migration of all of the codes from pilot to production was successful. All of the software changes and updates are now live for UCOP employees. The process went smoothly with no major issues.

### Bruin Custom Print

Bruin Custom Print hosted a BruinPrint Station Lunch-and-Learn on November 30. Members of the campus tech community were provided with a presentation on how the Print Stations are managed on campus, a representative from the parent company presented on the technical aspects of the stations, and a new low-profile BruinPrint station was unveiled. Attendance was good; with strong interest for having additional station locations came from Social Sciences, Statistics, Dentistry, Law, Engineering, OID, OIT, and the Center for Digital Humanities.

Bruin Custom Print and the UCLA Computer Store participated in ProductivITy, a vendor showcase event that was hosted by BruinTech (the UCLA admin tech community organization) on Thursday, December 7.

### Apple Event

A major push was made by the UCLA Computer Store staff to move \$500,000 of Apple products during a one day event on Wednesday, November 29. Reservations were taken via the Store's website, which enabled the team to sell over 300 Macs and 36 iPad Pros.

### Microsoft Event

A Microsoft Surface Event was held on Wednesday, December 6 in the UCLA Computer Store. One on One meetings for departmental staff were conducted with a representative from Microsoft - all 30-minute meetings had been booked (Departments represented are Math, OIT, Anderson, Law, Transportation, and Education. In addition, there was a two hour workshop (with catered lunch) from 11AM to 1PM in the Viewpoint Conference Room - a certified Microsoft trainer reviewed the Microsoft Surface lineup along with real-world educational case studies - 35 attendees had signed up.

### UCLA Student Union 24 Hour Study Lounge

The Student Union will be open as a 24-hour study lounge during 10<sup>th</sup> week and finals week.

### Presidents Reunion Dinner

The 2017 Five-Year USAC Presidents Reunion Dinner was held on December 2 and had 30-35 presidents from each of the last seven decades present. A four-hour forum

was held earlier that day with current student leaders with past presidents hosted by the current USAC President.

### AU 1<sup>st</sup> Floor Dining Room

After some delays in the flooring, the dining room project appears to be back on track. The drywall around the new wall and post structures is being installed and electrical wiring is completed.

### Student Union Timeline/Message/Mural Wall

In order to be sure about the payback of the various options, management has reached out to get actual bids on equipment. As soon as those are received, the best option for this project will be presented to both the Services and Finance Committees.

### The UCLA Store

The Health Sciences Store is in the middle of a remodel which is scheduled to be completed this month. The location will feature an expanded general merchandise area which will provide greater food options.

### Coffee Experience

Cindy Bolton introduced the idea of a more complex coffee experience centered on the possibility of different coffee profiles in different locations. More analysis will be required on costs and inventory issues before an actual strategy can be developed.

### Branding/Social Media

The ad-hoc committee met with two outside firms who responded to the RFP for branding and message support. Management has also added signage at various units around campus to launch and highlight the new tagline – Student Run Enterprises.

### New Store Web Platform

December 20 is the projected date of the new web platform launch for shop.uclastore.com. The new platform will work across various devices including phones, tablets etc. It will also allow for the addition of new features in the future.

### Poke at North Campus

The poke concept opened at North Campus on Monday, November 13. Sales and feedback have been very positive.

### Veggie Grill

Veggie Grill's construction and architect team met with management on site in early November for an extensive meeting. They have an aggressive timeline and the first step is to get demolition plans approved so they can begin that phase while they are still finishing the architectural drawings. Management is waiting for demo plans and updates.

### Taco Bell

The re-imaging plans are finalized and the renovations will start on Sunday, December 17. Taco Bell will be closed for that entire week.

### Blaze Pizza

The updated schedule from the project managers indicated significant delays. Various issues including building permits were not issued. The estimated GC turnover date went from December 18, 2017 to late February 2018 with final inspections first week of March. This is an increase of 65 days to the previous GC turnover date. Blaze Pizza will need approximately a week for opening prep; therefore, it is anticipated that it can be open for business sometime mid to late March. ASUCLA food service staff has gone through the onsite Blaze Pizza training and have been certified.

## **EXECUTIVE COMMITTEE REPORT**

Mr. Glovinsky stated the committee met on December 1 and the meeting was held in Executive Session.

## **FINANCE COMMITTEE REPORT**

In absence of Mr. Sidhu, Mr. Kato gave the Finance Committee report. He explained that the committee met on November 17 and reviewed the current financial statements for the Student-Run Enterprises and the Communications Board. The committee also heard an external audit report from KPMG and will have the final report in January. The committee also reviewed the internal audit report for the North Campus Restaurants.

## **SERVICES COMMITTEE REPORT**

Ms. Boster stated the committee met on November 17 and discussed the coffee experience and tasted several coffee options. The committee also discussed a conversational sticker pilot project that will occur in the Kerckhoff Coffee House. The project is a series of stickers that students can put on their laptop to signal what they want to talk about--music, tech, careers, relationship, travel, sports, etc.

## **PERSONNEL COMMITTEE REPORT**

Ms. Latshaw stated that the committee met on November 17 and discussed the Executive Director's evaluation process.

## **ASUCLA STUDENT FEE REFERENDUM AD-HOC COMMITTEE REPORT**

Mr. Glovinsky stated the committee met earlier today, December 8 and heard two presentations regarding the marketing RFP's and debriefed the Entities Committee meeting.

## **FINANCIAL STATEMENTS**

### Student-Run Enterprises October 2017 Financial Statements

Gross income for the Association was negative to plan by (\$338,000). Net income for the month was positive by \$15,000.

The Store was negative in gross income by (\$276,000) and negative (\$75,000) in contribution due to slow sales in BearWear both in-store and online as well as course readers. UCLA Restaurants were negative by (\$99,000) in gross income and negative (\$39,000) in contribution due to the delayed opening of Blaze Pizza and Veggie Grill. Catering is still struggling. There is a new catering team that will be in place next week.

The Services Division was positive to plan by \$40,000 in gross income and \$21,000 in contribution due to domestic licensing specifically the Costco apparel program.

The Student Union was negative by (\$3,000) in gross income and (\$9,000) in contribution due to planned revenue for an increase in Undergraduate Admissions events that did not occur.

The Association reported a cash book balance of \$12,478,000 for the month. Of this balance, \$1,273,000 has been reserved for capital projects, leaving \$10,167,000 in uncommitted cash which is (\$4,391,000) less than the board-required cash reserve.

Past due accounts receivables were at roughly \$115,000 or 2%. Store inventories at cost were \$6,200,000; while inventory turns were at 4.5.

### November 2017 Month-to-Date Preliminary Sales

November sales figures in the Store are negative to plan by (\$64,340). BearWear and the Computer Store are negative to plan by (\$76,426) and (\$77,611) respectively. The markets are down in the outlying areas. Ackerman Textbooks and CRS are positive to plan by \$27,662. The Health Science Store is positive to plan by \$85,794. The Hilltop Shop is negative to plan by (\$5,688) and MTW is positive to plan by \$2,921. Estimated Gross Margin for November is negative by (\$58,740).

The calendar adjusted Food Service sales are negative to budget by (\$84,320). Catering is positive by \$1,699 as well as Concessions by \$21,116. Court of Science Student Center is (\$34,201) negative to plan due to the delay in opening Blaze Pizza.

## **ELECTION OF OFFICERS**

Mr. Glovinsky stated that the Nominating Committee is recommending that the Associated Students UCLA Board of Directors approve the appointment of Nathan Glovinsky as Board Chair and Lena Riess as Board Vice Chair effective at the end of the December 8, 2017 Board meeting. Ms. Riess called for a secret ballot vote. The nominations were approved by a vote of 10 yeas and no nays.

**EXECUTIVE SESSION**

Ms. Riess called for consent for the Associated Students UCLA Board of Directors to enter into Executive Session. There being no objections, the motion was approved by unanimous consent.

The Board entered into Executive Session at 1:42 p.m.

Ms. Riess called for consent to exit the Associated Students UCLA Board of Directors Executive Session. There being no objections, the motion was approved by unanimous consent.

The Board exited Executive Session at 4:58 p.m.

Ms. Wilson made a motion, seconded by Ms. Warren that the Associated Students UCLA Board of Directors approve all actions taken in Executive Session. Ms. Riess called for a vote. The motion was approved by a vote of 9 yeas and 0 nays.

**ADJOURNMENT**

Ms. Riess called for consent to adjourn the Associated Students UCLA Board of Directors' December 8, 2017 Regular Meeting. There being no objections, the meeting was adjourned at 4:59 p.m.

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Pursuant to Bylaw 3, section 3.6(d) of the ASUCLA Board of Directors Bylaws, I have reviewed these Minutes and hereby attest to their accuracy.

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Agnes Warren  
Board Secretary and Administrative Representative